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**S.R.Smith Announces New Website Design**

*The manufacturer's new site features a fresh new look, streamlined navigation and a host of do-it-yourself tools.*

Canby, Ore. (April 27, 2007) – S.R.Smith launched their new website on Friday, April 27, 2007 with an updated new look and feel that is a part of an overall corporate re-branding effort.

The new website was designed to promote the positive aspects of using S.R.Smith products. "We've really tried to focus our energies on promoting the types of experiences consumers can expect with our products," said Brett Fritts, VP of Marketing "And how these experiences add to the overall quality of the pool ownership experience."

Some of the new website's enhancements include:

- Dynamic Rollover Navigation – Allows visitors to visually see the products they are interested in, without ever leaving the home page. With this intuitive design, users are only a few short clicks away from information they need.
- Pool Professionals Resource Center – Houses a wealth of product and program information; from how-to videos to pool tools and marketing materials that make it easy to do business with S.R.Smith.
- Innovative Product Configurators – Allows architects, consultants, builders and other pool professionals to generate specifications and quotes online for custom rail products, as well as, starting platforms.

- Dealer Locator – Current or prospective pool owners can find a qualified builder, service or retail professional in their area.

With the launch of this new website, S.R.Smith continues a trend of innovation started last winter with the release of seven new products – the most in the history of the company.

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### **About S.R. Smith**

S.R. Smith is the world leader in swimming pool deck equipment. Founded in 1932 and headquartered in Canby, Ore., with additional manufacturing in Portland, Tenn. – S.R.Smith utilizes a network of channel partners to reach the swimming pool construction, service and remodel industries. For more information, visit [www.srsmith.com](http://www.srsmith.com) or call (800) 824-4387.